Attorney Docket No. SOM92000008US1

## ED STATES PATENT AND TRADEMARK OFFICE

**APPLICANT(S):** 

S.J. Chen et al.

**SERIAL NO.:** 

09/725,009

FILED:

November 28, 2000

FOR:

E PRICEIVED PERSON OF THE SEGO ENHANCED TV BROADCASTING METHOD AND SYSTEM USING

TAGS FOR INCORPORATING LOCAL CONTENT INTO A

PROGRAM DATA STREAM

## ASSOCIATE POWER OF ATTORNEY

Please recognize JOSEPH B. RYAN, Reg. No. 37,922; KEVIN M. MASON, Reg. No. 36,597; WILLIAM E. LEWIS, Reg. No. 39,274; ROBERT J. MAURI, Reg. No. 41,180; WAYNE L. ELLENBOGEN, Reg. No. 43,602; and MICHAEL J. CHANG, Reg. No. 46,611; each of them of RYAN, MASON & LEWIS, LLP, 90 Forest Avenue, Locust Valley, New York 11560 as associate attorneys in the above-mentioned application, with full power to prosecute said application, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therewith.

Telephone calls should be made to William E. Lewis by dialing (516) 759-2946.

All written communications are to be sent to Ryan, Mason & Lewis, LLP, 90 Forest Avenue, Locust Valley, New York 11560.

David M. Shofi

Registration No. 39,835

Attorney for Applicant(s)

**International Business Machines** 

Corporation -

Route 100 (Bldg. 1, 1J-07)

Somers, NY 10589